



Concise Explanation of the Relevance
under 37 C.P.R. § 1.98

Below is an explanation of the difference between the cellular phone according to the present invention and those disclosed in the documents included in the list.

<1> D1: Japanese Laid Open Patent Application (JP-A Heisei 8-36440)

The document D1 discloses "a portable computer suitable for a presentation" (see [0004]). The portable computer includes two display devices and "... selects a display area ...if an instruction to display is given by a command" (see [0011]). More specifically, The document D1 merely discloses a technique to store data in a memory corresponding to at least one of the two display devices, to store data such that "only the necessary information is displayed on the opposite side to an operator" (see [0012]), and to choose the information to be displayed on the opposite side to the operator (see [0013]). When to exhibit an advertisement is not disclosed in the document D1.

<2> D2: Japanese Laid Open Patent Application (JP-A Heisei 7-72953)

The document D2 discloses "a terminal device, in which display areas are extended, inputted information is shown to a person on the opposite side as well, and usability and convenience at the time of inputting information are improved" (see [0006]). The terminal device includes two display devices. The document D2 merely discloses a technique "to display information and the like inputted by an inputting means simultaneously on a first and a second displaying means" (see [0016]). The invention disclosed in the document D2 does not addresses display of a received advertisement, and no explicit description as to when to display an advertisement in the document D2.

<3> D3 : Japanese Laid Open Patent Application (JP-A 2000 315215)

The document D3 discloses "a contents delivering apparatus for delivering suitable contents according to date, hour, and a user's preference, and a contents delivering method for the same" (see [0008]). The document D3 merely discloses an apparatus and a method for delivering contents. Therefore, the technical field and the object of the present invention, which addresses providing a portable terminal and an advertising method using the portable terminal, are completely different from those of the art disclosed in the document D3.

<4> D4 : Japanese Laid Open Patent Application (JP-A Heisei 11-338870)

The document D4 discloses "an information delivering system which can effectively provide an information service" (see [0004]). The document D4 merely discloses an apparatus and a method for delivering information. Therefore, the technical field and the object of the present invention are completely different from those of the art disclosed in the document D4.

<5> D5 : Japanese Laid Open Patent Application (JP-A Heisei 11-285053)

The document D5 discloses "a radio communication system for providing users with information relative to areas around them ...in response to position information of the users which is actively obtained by an information provider" or "any desired information which users select from information relative to the areas around them" (see [0009], [0010]). The document D5 merely describes a radio communication system and a method for the same, and thus the technical field and the object of the present invention are different from those of the technique disclosed in the document D5. Especially, it should be noted that the document D5 fails to disclose when to display an advertisement.

<6> D6 : Japanese Laid Open Patent Application (JP-A 2000 268090)

The document D6 discloses "an advertisement delivering system which takes advantage of functionality of a mobile terminal and delivers information directly to a specific person with low-cost" (see [0018]). It should be noted that "the specific person" means a user of the mobile terminal, not a third party. Furthermore, the document D6 fails to disclose that the mobile terminal includes two display screens. Furthermore, the document D6 discloses that the advertisement is displayed on the display screen used as an user interface used for. Therefore, the cellular phone according to the present invention is completely different from the mobile terminal disclosed in the document D6. This is supported by the following description in the document D6: "When a mobile terminal 2 is powered-on (S10) ...a specific advertisement is displayed" (see [0062]), "the display of the home advertisement continues in case of no button operation (S11), while an input window is displayed in response to a button operation" (see [0063]), and "usually the home advertisement is displayed unless the user dials, and lots of advertisements are sequentially displayed while the user dials and pays attention to a display screen of the mobile terminal 2" (see [0068]).

<7> D7 : Japanese Laid Open Patent Application (JP-A Heisei 8-181744)

The document D7 discloses "a cellular phone in which an incoming call information is transferred from a body unit to a separated display unit reliably without disconnection in any positional relationship between the body unit and the separated display unit" (see [0011]). The object of the cellular phone disclosed in the document D7 is different from that of the present invention.

<8> D8 : Japanese Laid Open Patent Application (JP-A 2001 285515)

The document D8 discloses "a communication data structure which is suitable for use in a communication terminal and a communication system" (see [0005]). In a cellular phone disclosed in the document D8, "A CPU 135 ...controls a driving circuit 140 of a display panel 11 or a driving circuit 130 of a display panel 15 to display an image data" (see [0036]). According to this description, the received image data seems to be displayed all the time. In the present invention, on the other hand, an image data is displayed during a phone call or an operation for communication. Therefore, the cellular phone according to the present invention is completely different from that disclosed in the document D8.